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Fear in North End after sex assault

Weekend incident eerily similar to past attacks Police increase patrols of area, issue safety tips Man tried to get into woman's apartment and groped her {page 03}

Music. Boston anthems

We've all loved that dirty water or shipped up to Boston a time or two, but a new class of musicians are hoping their songs will become the Hub's new anthem to be sung en masse by generations to come. But how good must they be to catch on? {page 02}

News

Got a problem? Tell the T

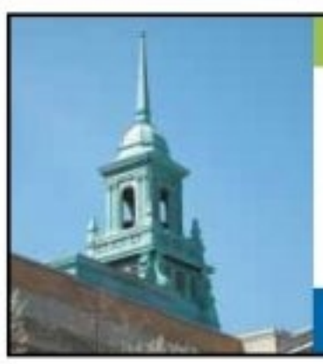
MBTA launches smartphone app for customer complaints
GM says small changes will improve commutes {page 02}

Waxing poetic on Conan's bum

Jason Momoa says because he's from Hawaii, it isn't that big of a deal to get undressed {page 09}

Sneak peek of Kim's wedding?

{page 06}



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Learning for Life's Work

App lets riders become T watchdogs

If you see a busted seat on the Red Line, or vomit on the Orange Line, take a picture of it and send it to the MBTA, they'll fix it up.

Using the newest T smartphone application, "Tell the T," customer complaints go straight to the source.

"I'm looking for customers to let us know if they see something so we can dispatch a crew to take care of it immediately," said MBTA General Manager Rich Davey.

Since fiscal restraints are keeping the transit agency from fixing bigger structural issues at the moment, they want to focus on small changes to make commuter trips cleaner and safer.

"It's the basics — facelifts where we can make them," said Davey.

From broken air conditioning to homeless people loitering outside of T stations, Davey said requests won't get ignored when the messages get diverted to the customer support center.

The app, which is similar to the city's "Citizens Connect" service, is available for iPhones and iPads.

METRO/SA

NICOLAUS CZARNECKI/METRO

▶ "Tell the T" app

Is the concept of a new Beantown anthem 'So good?'

New artists try to rank amongst greats like Dropkick Murphys and Neil Diamond ◐ Market is tough in Red Sox Nation ◐ A true hit needs to be natural and organic, says Fenway DJ ◐ Artists find success on YouTube

The recent fight to become Boston's next notable anthem is a tough one.

For a song to make the masses sing along like "Sweet Caroline," the process has to happen organically, according to Fenway Park Music Director T.J. Connelly.

"People mostly want to hear things that are familiar to them," he said. "I think you know it when you hear it. Certain songs work and certain songs don't."

Sox fan and singer Brian Evans has tried to make it happen for his latest ballad "At Fenway."

Evans' Frank Sinatra-like tune has thousands of hits on YouTube using a guest appearance by lip-synching phenom Keenan Cahill.

"It would be great to have it be the new theme song," he said. "I feel like it could be that."

But Evans said his goal wasn't to take the throne of the Dropkick Murphys, Neil Diamond or the Standells.

He just loves Boston.

"I don't think any one song has to be 'the' song," he said.

Other new anthems like "The Boston Song" have also gained notoriety.

Composed by Berklee students Eytan Nicholson and Vince Sneed, in its first two weeks it got 50,000 views online.

Nicholson said they didn't make it to become a known name in the city's history, but he wouldn't be opposed to seeing the song on Wikipedia next to "the other greats."

"I guess for us the best case scenario is that the people of Boston choose the song as their song," said Nicholson.

Connelly said the best way to do that is to offer something that hypes up the crowd.

NICOLAUS CZARNECKI/METRO

▶ Singer Brian Evans is hoping his song will be chosen as the new Boston anthem.

STEVE ANNEAR
steve.annear@metro.us

▶ Tedeschi storefront

Dot store sells $32M winning ticket

BOSTON. A Dorchester store sold a winning $32 million lottery ticket, but the lucky winner hadn't come forward as of press time. According to Fox25, the Mega Millions winning ticket was bought at the Tedeschi Foods store on Neponset Avenue in Dorchester. Lottery offices were closed until 8:45 a.m. today. METRO

Brothers seriously injured in car fire

BOSTON. Two North Andover brothers suffered serious burns when the car they were in crashed near Storrow Drive yesterday and burst into flames. The men, ages 29 and 27, were driving eastbound near Kenmore Square at 4:15 a.m. when their white Infiniti hit a tree. The men were listed in critical condition. METRO

In the news

More pool for you

Public spray decks, wading pools and deep-water pools will be open until Sept. 5 in Brighton, Jamaica Plain, Hyde Park and several other areas according to the state, which cited late school openings and warmer weather forecasts as rationales for a longer season.

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ONLINE TODAY

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MARY J. BLIGE ON THE MUSIC IN 'THE HELP'

WWW.METRO.US/ORANGE
FUN FACTS ABOUT VENDING MACHINES

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Police step up North End patrols after another woman attacked

Attack similar to ones in previous years • Man engaged woman in conversation then groped her • Cops telling citizens to remain vigilant

Police patrols in the North End have increased after an attack on a woman in front of her home this weekend.

The indecent assault was the latest attack in the neighborhood, which has seen multiple similar attacks on women over the last few years.

Still, some residents said the bustling neighborhood eases their fears.

"I'm not really afraid, because there's always people out here," said Caitlin Ahern of Hanover Street.

That's not quite as satisfying for parents.

"My dad told me not to go anywhere alone, and he gave me a flashlight to keep in my bag," said Sheila Fey, 20, who was visiting friends in the North End.

Police said it was unclear if the recent attack was connected to previous ones. However, the description of the suspect and method of attack are similar.

Saturday's victim was in front of her home near Garden Court and Fleet Street about 2:30 a.m. when a man approached and began a conversation.

Police said he then tried to get into her building, but she refused to let him follow her. He then groped her and then fled.

The man is described as white or Hispanic with gelled, black hair, about 5-foot-6 and 150 pounds, wearing a pinstriped shirt and khakis.

Be vigilant

While police said they were increasing patrols in the area, they also urged citizens to be alert. "[We] encourage community members to increase vigilance," police said.

Anyone with information can call 617-343-4400. METRO/MN

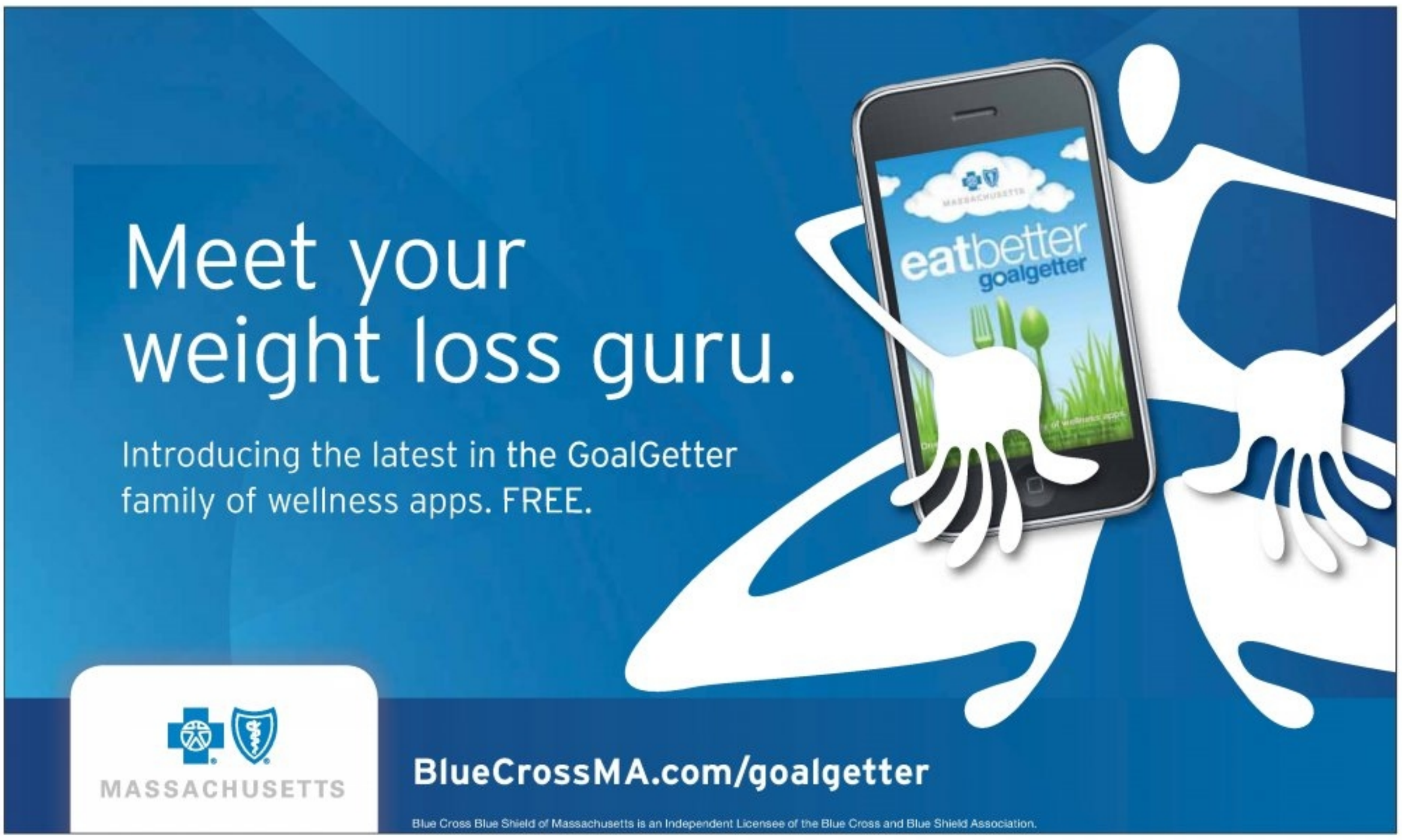
Police tips

- **When parking, walking or returning to a car,** remain in well-lit and populated places.
- **Don't become distracted** by talking on a cell phone or listening to an iPod or similar device.
- **Hold your car keys in your hand** to use as a weapon against an attacker.
- **If an unarmed attacker confronts you,** believe in your ability to scare, distract or even incapacitate the attacker enough to escape.

MICHAEL NAUGHTON
michael.naughton@metro.us

NICOLAUS CZARNECKI/METRO

▶ Women have been advised to stay in populated places.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DIGITAL VISION

▶ Fewer men than women are happy about the higher education system, according to Pew.

Do women value education more?

A survey from Pew shows that the ladies graduate more than men, and seem to appreciate it more as well

Women obtain their degrees at a higher rate than men and they are also more likely to think it was worth it, a new study shows.

A recent survey by the Pew Research Center says about 50 percent of women who graduated from a four-year college gave the higher education system excellent or good marks for the value given the cost. Only 37 percent of men surveyed gave it the same high marks.

More women than men also said they felt their college education helped them grow professionally and intellectually. Could this have anything to do with the fact that society tends to think women need their education more than men do?

"While a majority of Americans believe that a college education is necessary in order to get ahead in life these days, the public is somewhat more inclined to see this credential as a necessity for a woman than for a man. Some 77 percent of respondents say this about women, while just 68 percent say it about men," researchers reported.

CASSANDRA GARRISON
cassandra.garrison@metro.us

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The Smart Career Move

Health care will generate more jobs through 2018 than any other industry*
*U.S. Department of Labor, Career Guide to Industries, 2010-11 Edition

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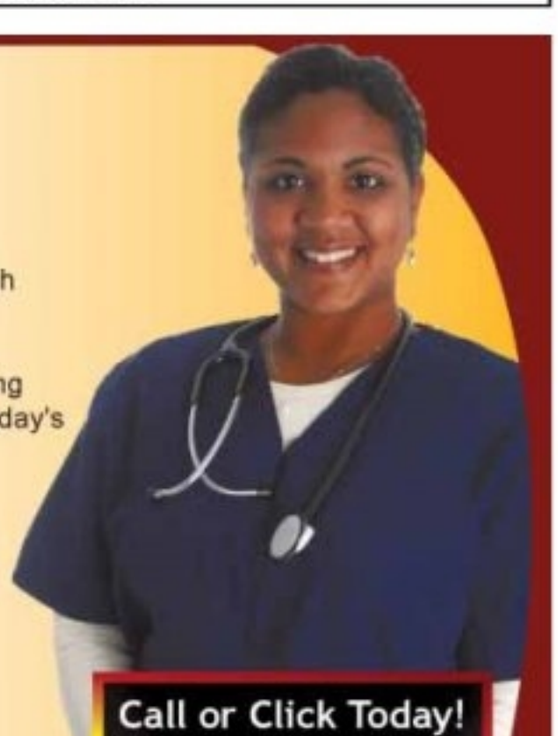

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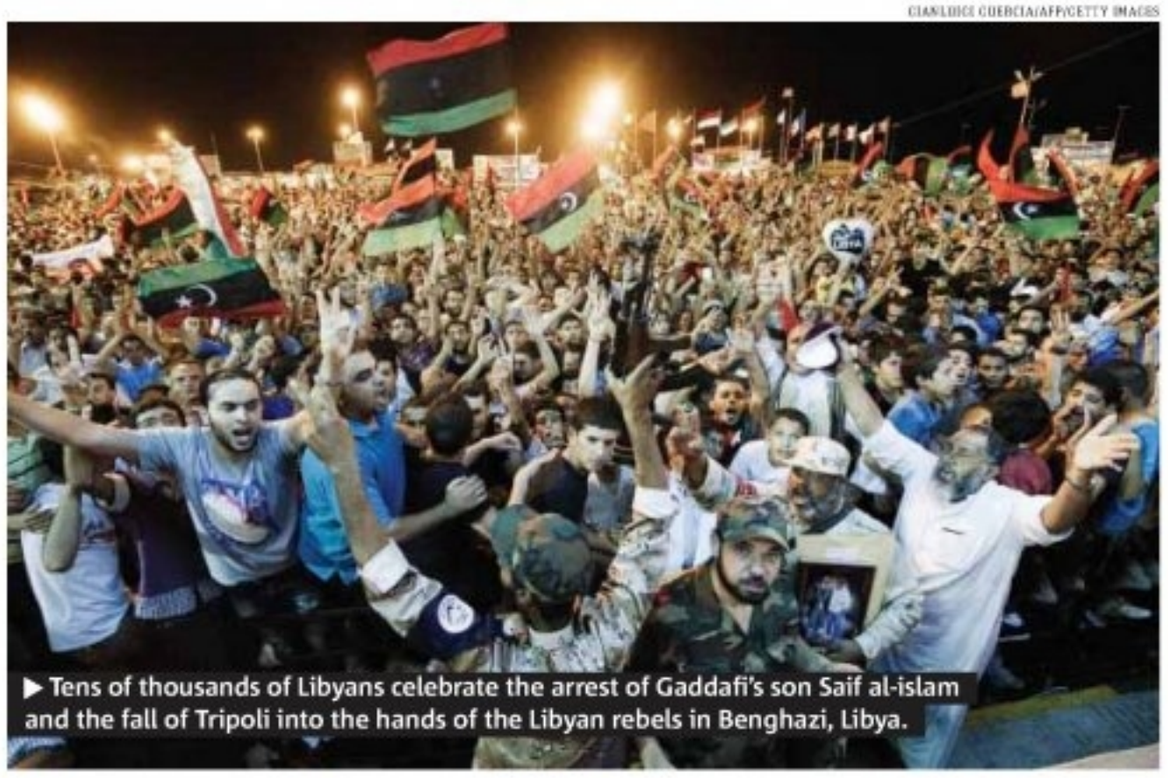

▶ Tens of thousands of Libyans celebrate the arrest of Gaddafi's son Saif al-islam and the fall of Tripoli into the hands of the Libyan rebels in Benghazi, Libya.

Rebels enter heart of Tripoli

Group celebrates in symbolic square ◐ Gaddafi troops put up little resistance ◐ Two sons detained

Jubilant rebel fighters streamed into the heart of Tripoli early today as Muammar Gaddafi's forces collapsed and crowds took to the streets to celebrate, tearing down posters of the Libyan leader.

Rebels waving opposition flags and firing into the air drove into Green Square, a symbolic location which the government had until recently used for mass demonstrations in support of the now embattled Gaddafi.

Earlier, a convoy of rebels entered a western neighborhood of the city. Rebels said the whole of the city was under their control except Gaddafi's Bab Al-Aziziyah stronghold, according to al-Jazeera Television.

Remaining defiant, Gaddafi earlier had made two audio addresses over state television calling on Libyans to fight off the rebels.

"I am afraid if we don't act, they will burn Tripoli," he said. "There will be no more water, food, electricity or freedom."

But resistance to the rebels appeared to have largely faded away, allowing the rebels and their supporters to demonstrate in Green Square.

Televised images showed Libyans kneeling and kissing the ground of Tripoli in gratitude for what some called a "blessed day." REUTERS

Sons held

Rebel National Transitional Council Coordinator Adel Dabbechi confirmed that Gaddafi's younger son Saif Al-Islam had been captured. His eldest son, Mohammed Al-Gaddafi, had surrendered to rebel forces earlier and was being kept under house arrest.

DSK 'rape' case set to be dropped

NEW YORK. Prosecutors will ask a judge to dismiss all charges in the sexual assault case against former IMF Director Dominique Strauss-Kahn at a court hearing tomorrow, the New York Post reported yesterday, citing unnamed sources.

The Manhattan district attorney's office will file a motion recommending the case be dropped, according to the Post.

Strauss-Kahn was once seen as a leading contender to be president of France until a maid, Nafissatou Diallo, accused him of sexual assault at New York's Sofitel hotel. REUTERS

Massacre memorial

OSLO. Norway held a national ceremony of remembrance yesterday for the 77 victims of the worst attacks on the country since World War II, as it attempts to move forward and return to a semblance of normalcy.

"It is good to be together at this time," King Harald said during the ceremony. REUTERS

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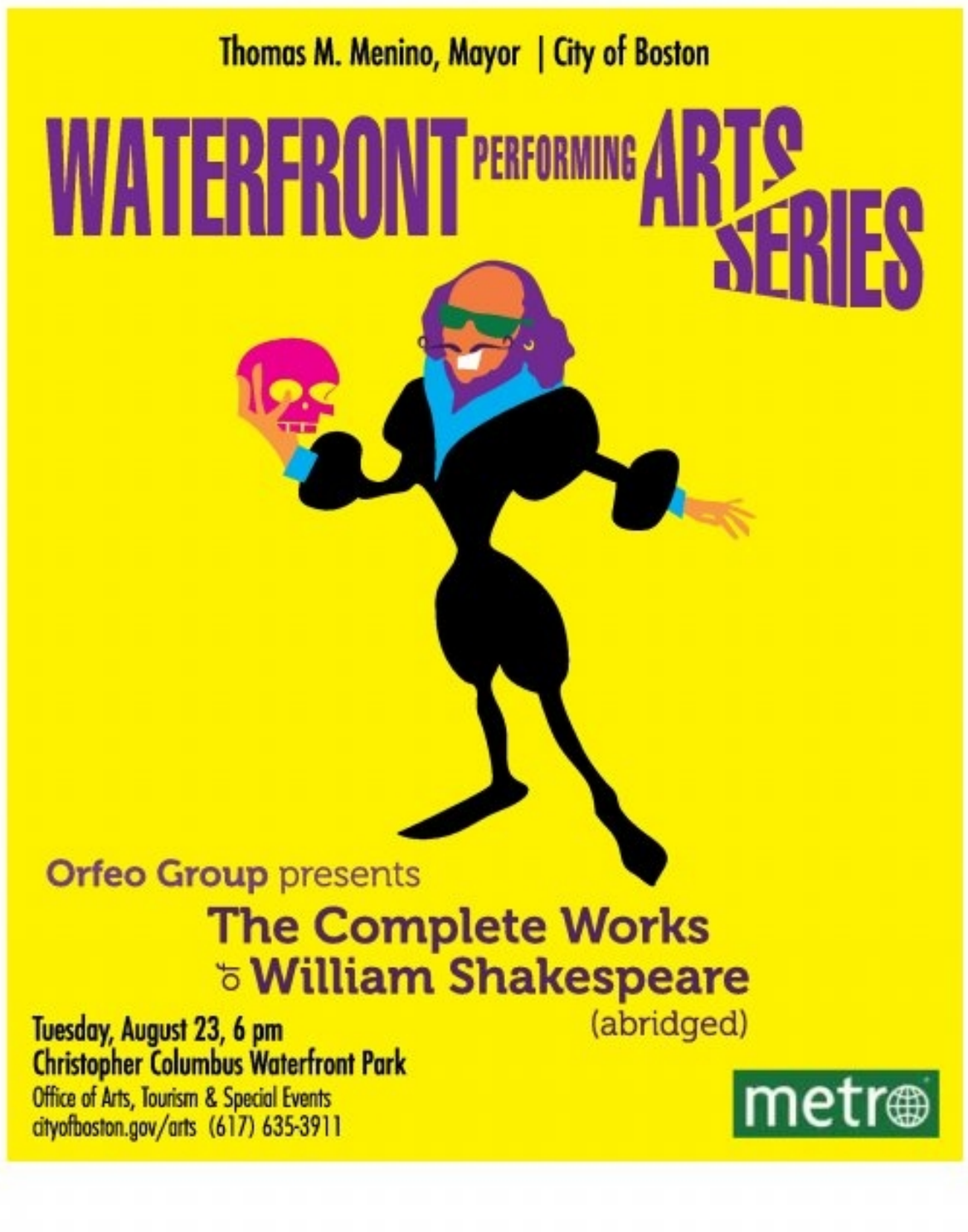
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THE WORD

Metro's **Dorothy Robinson** shares her take on the world of gossip @dorothyatmetro dorothy.robinson@metro.us

The feed ...

▶ Checking in with some of Hollywood's biggest names to see what they've been up to — in their own words, in 140 characters or fewer.

Today, Elizabeth Banks is feeling rather accomplished, Zooey Deschanel isn't going out tonight, Jerry Seinfeld is in full carnivore mode, and Patton Oswalt is having a rough night.

▶ **@ElizabethBanks**
Hang out with a cat-suited Jane Fonda? Check. #bucketlist

▶ **@therealzooeyd**
working 16 hour days gives me an amazing excuse to act like an old person. yay.

▶ **@JerrySeinfeld**
I am not a vegetarian, by the way. If anyone saw that.

▶ **@pattonoswalt**
Ate 1/2 bag of Veggie Booty 2 hours ago, threw it away in disgust. Dug it out of trash just now. Watching a-ha vids on YouTube. I suck.

Patton Oswalt

Kardashian wedding via text, tweet and one fake wedding gown

Guess who gets the credit for the crazy fascination with **Kim Kardashian** and her wedding to **Kris Humphries**? Not Kim. Not America's low budget tastes. Not her amazing bone structure, bodacious badonkadonk, nor her mother's savvy business and media sense. Nope. It's **Ray J**, who "starred" with her in a sex tape back in '07.

"And to think you really have me to thank for all this ;-)" Ray J apparently texted the bride, per RadarOnline.

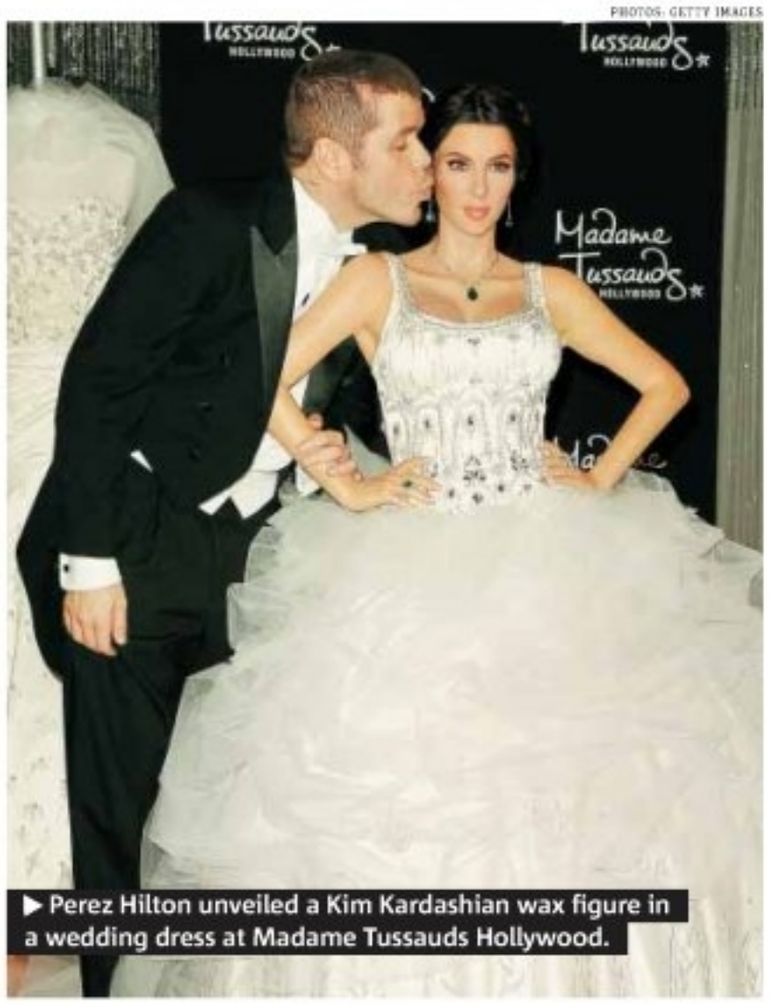
As the site points out, Ray J made this kind of statement before, telling an interviewer last year that he "created" the reality TV sensation.

In a way, sure, maybe he has a point. But to text that to someone about to get married? And use a winky-face emoticon at that? Low blow, Ray J. Low blow.

As for the wedding itself, not much is being released, as most of the details will have to stay hush-hush in order to build anticipation for the two-part E! special "Kim's Fairy Tale Wedding." Wedding guest **Ryan Seacrest** did tweet: "Beautiful..kim looked regal, a perfect night. I just danced with the whole family." The only photographic evidence of her Vera Wang gown is a grainy photo taken by a helicopter through a tent (how fairy tale!) that's floating around. Luckily, Madame Tussaud's, who can smell a marketing opp a mile away, sent out photos of a Kardashian model in some gown they probably pulled off the wax figure of Circa 2002 **Jessica Simpson**, so we can sate our appetites until the Sept. 5 issue of People, who bought the photo rights for 1.5 million.

And that, my friends, is how you do romance, reality TV style.

PHOTOS: GETTY IMAGES



▶ Perez Hilton unveiled a Kim Kardashian wax figure in a wedding dress at Madame Tussauds Hollywood.

James and Von D are reunited

Jesse James and **Kat Von D** need to just go away to the "Where Are They Now" dustbin of popular culture already. Despite calling off their engagement last month, the two are back together, according to People.

"Sometimes you are only given one chance in life," James says. "It was up to me to open my eyes and see it. That girl is my chance. I will never stop fighting and striving to hold on to her. Showing her how special she is, and how much I love her."

[Ed note: Barf.]

Seeing as how her reality show, "LA Ink," was just canceled, Von D needs all the good news (or is it publicity?) she can get.

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DOROTHY ROBINSON'S WORD BLOG

Talking points

Lindsay Lohan really can't get a job

It's more work-related bad news for **Lindsay Lohan**, who reportedly lost out on a role in "Magic Mike," a film loosely based on **Channing Tatum**'s time as a stripper, according to E! Online. "The character is trouble with a capital T, which Lindsay would have been perfect for," a source says. But director **Steven Soderbergh** didn't agree, so he cast **Riley Keough** in the role instead. "He didn't want to deal with all that."

Stewart doesn't believe in marriage

Kristen Stewart doesn't have plans to marry **Robert Pattinson** anytime soon — or ever, by the sound of it.

▶ Stewart

"I like the thought of two people staying together for the rest of their lives," she tells Germany's TVMovie magazine. "For me, however, this doesn't need to be sealed with signatures." But that's not stopping Pattinson from being romantic, as he reportedly purchased a $40,000 gold and platinum antique locket for Stewart recently with a personalized inscription that reads, "Even if you can't see me, my love for you is always there."

Emilio Estevez is ready for Sheen's return

Charlie Sheen is ready for his comeback, at least as far as his brother **Emilio Estevez** is concerned. "He's a completely different guy. He's got his voice back. And I think he's got his focus," Estevez tells Access Hollywood about the troubled former "Two and a Half Men" star. "He's on a new show ... I think that he's really got it together."

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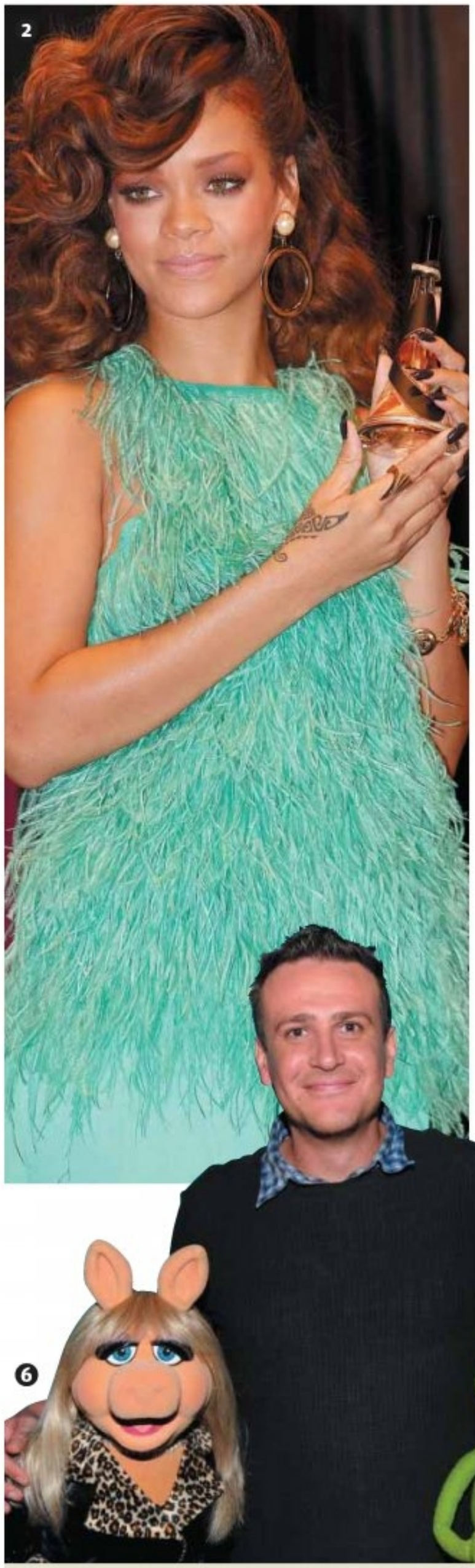

Disney heats up, Vegas not so much

1: Talk about eye candy with a shelf life: Gavin Rossdale performed at the Sunset Strip Music Festival on Saturday.

2: Only Rihanna could show up in this frilly pantsuit and still reasonably expect to sell a ton of perfume. The singer was in London on Friday to debut her new "Reb'l Fleur."

3: Shingai Shoniwa of The Noisettes gives the crowd a turn on Sunday at the V Festival in the U.K.

4: This weekend's Least Exclusive Red Carpet award goes to ... the "Bachelor Pad 2" cast party in Vegas on Saturday night!

5: "Avengers" stars Jeremy Renner and Scarlett Johansson were just a couple of the big names at Disney's D23 Expo this weekend. Also in attendance (but not close enough to Scarlett to get a photo in here) was co-star Robert Downey Jr.

6: Jason Segel and his colleagues Kermit and Miss Piggy were at the Disney expo to promote their new "Muppets" film.

1: TIM MOSENFELDER/GETTY IMAGES
2: NEIL MOCKFORD/GETTY IMAGES
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‘The Help’ beats four new films to win the box office

Southern society drama “The Help” overtook four new releases to claim the highest spot at the domestic weekend box office, according to the newest studio estimates.

“The Help,” in its second weekend in theaters, rang up $20.5 million in U.S. and Canadian ticket sales, distributor Walt Disney Co. said.

▶ Viola Davis, left, and Octavia Spencer star in “The Help.”
DALE ROBINETTE

Sci-fi movie “Rise of the Planet of the Apes” took second place with $16.3 million during its third weekend. New family film “Spy Kids: All the Time in the World,” the fourth installment in the franchise, finished third with $12 million.

“The Help” was produced by DreamWorks. “Rise of the Planet of the Apes” was released by 20th Century Fox, a unit of News Corp. And Dimension Films, a unit of the closely held Weinstein Co., released the fourth “Spy Kids” movie. REUTERS

TV watch list

‘La La’s Full Court Life’

REALITY. La La Vazquez, aka Mrs. Carmelo Anthony, frets about a potential NBA trade involving her hubby of six months. Which is scintillating stuff — if you happen to be a fan of the Denver Nuggets (sorry) or N.Y. Knicks (congrats). **Series premiere, 9 p.m., VH1**

PIOTR SIKORA

▶ La La

AMBER RAY

MTV2 must-see

Fantasy finally becomes reality when the Lingerie Football League returns to MTV2 live every Friday night this fall. Lingerie Football League is women’s professional tackle football with 12 teams fighting for a shot to play in the Lingerie Bowl. Season kicks off this Friday at 10 p.m., live on MTV2.

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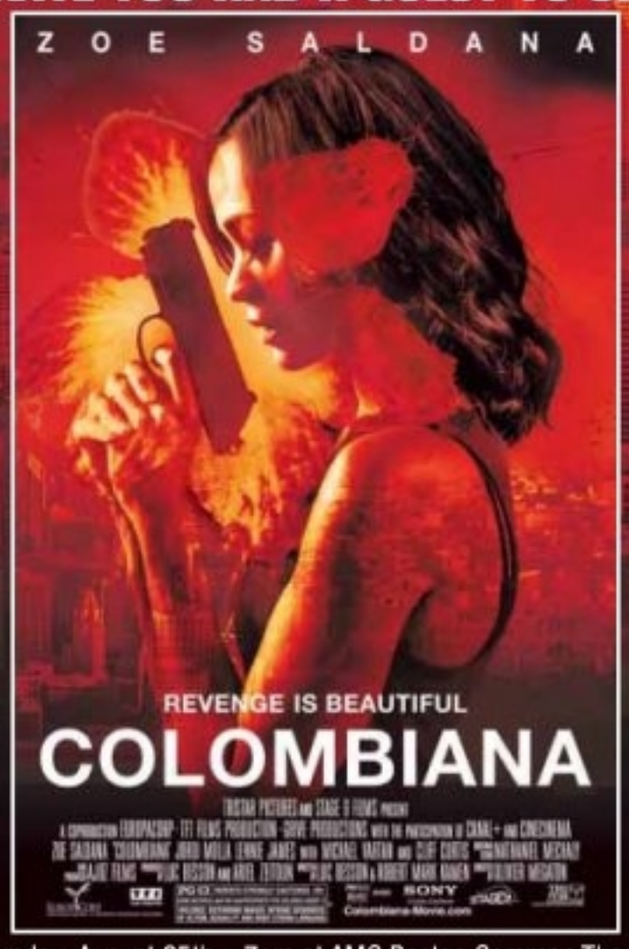

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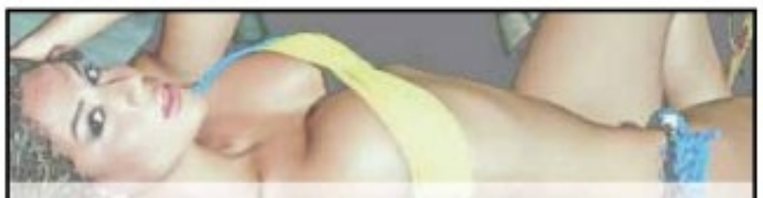
IN THEATRES AUGUST 26TH



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myentertainment

Conan makes love, fights, etc.

SIMON VARSANO

▶ Jason Momoa becomes the legendary Conan the Barbarian in last week's release by the same name. For the complete profile, visit us online at www.metro.us/movies

▶ 'Conan' and 'Game of Thrones' actor Jason Momoa really gets his character's hidden depths ▶ Baring his bum was 'kind of uncomfortable'

After years on TV shows like "Baywatch" and "Stargate: Atlantis," Jason Momoa is enjoying his jump to the big screen in "Conan the Barbarian." Metro caught up with Momoa to talk about baring all and his "Game of Thrones" character, Khal Drogo.

How was the preparation for playing such an iconic character?
I mean, that was very hard, dude. It's daunting because I've never seen my body in that kind of shape before.

The naked truth

You weren't worried about having to bare your backside onscreen?

I'm Hawaiian, man. You guys invented clothes, not me. I'm kind of fine with it. Obviously predominantly most of the stuff I've done I've had my shirt off. It's just ... kind of uncomfortable. But it's Conan, and it's what he does. He makes love, he fights and he f—s, he drinks. It goes with the territory.

I've never done those kinds of things before, so it was really hard, for sure.

And there's some stuff for the DVD that was too gruesome for the theatrical release?
Yeah. You're going to be shocked. There's lots that was cut out that in truth I really loved but obviously was a little too gruesome.

More gruesome than the part in the movie where you grab someone by where their nose used to be?
To me that's really interesting. I like that. It's not gruesome, it's not bloodsport, but that being said, it will make you cringe. There's a lot of people getting their heads cut off in this one.

I was very sad at the end of the first season of "Game of Thrones."
Yeah, no s—. You and me both, buddy. I love that series. There's not enough good things I can say about it, but beyond that it's truly a life's work, and to be on that was an honor.

NED EHRBAR
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- It's not easy, but there are ways to improve your chances of a paycheck
- Expert tips from 'Intern Queen' Lauren Berger

LIFESIZE

FROM INTERN TO COLLEAGUE

▶ Congrats! Although, you might want to find out how much they're paying before getting too comfy.

It's the goal of many a bright-eyed summer intern: Turn an unpaid — and sometimes unappreciated — position into a salaried job. And yet, the giant leap from intern to payroll happens less regularly than graduating seniors often assume, career counselors warn.

"Students shouldn't put too much pressure on themselves to turn their specific internships into jobs," says Lauren Berger, creator of InternQueen.com, a forum for college students she created after knocking out 15 internships as an undergrad. "The reality is that not every internship is used as a recruitment tool."

That said, make the right impression, and your corporate overlords and fellow interns could be the link to your first out-of-college job. "Really, really focus on building your network at your internship and build real relationships with as many executives, coordinators, assistants as you can," Berger encourages. "When you leave, it's important to stay in touch with those people."

Not every internship is a sure leg up, "The Internship Bible" author Samer Hamadeh cautions. "But even bad internships," he notes, "help you figure out the jobs you don't want."

DREW HINSHAW
letters@metro.us

Expert advice

Before you go ...

"End-of-internship preparations should start two weeks before the end date," advises Berger. "Request your letters of recommendation early. Executives take forever on those."

Make sure you get coffee or lunch with your intern coordinator, too. "That's the time for the student, if they are interested in a job, to express that," she explains.

Keep in touch

"Anyone who you meet during the internship, keep track of those people's first and last names; and when it comes time to leave the internship, any executive, any employee who helped you, even the janitor, write a thank-you note, handwritten," Berger urges. "Three times a year — fall, spring, summer — you want to reach out to those people."

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The queen's tip

"Get lunch with assistants — they can be more effective than a higher-level executive. They're in the loop — they know what jobs are available, where they're available."

Why you need to take a vacation

STOCKBYTE

▶ OK, nobody said you had to flaunt your upcoming island getaway.

It could help your career: "People are not machines — we can't run 24 hours a day, seven days a week. It really helps your career and helps you get ahead at work when you take a vacation from it," says Peter Handal, CEO of Dale Carnegie Training.

It could help your co-workers: Sure, they might not appreciate having to watch over your clients or cover your late shift, but in the long run, your co-workers will thank you for taking some time off. "Most people, when they get worn out, they're not team players," says Handal. "When you have employees who take their vacation time, you have a more harmonious workplace."

It could even help your boss: At the end of the day, managers want two things from you: a lot of work and as few things to fix as possible. They get both when you take a long weekend. "You have higher productivity when people are rested, and you have less mistakes in that productivity," says Handal. "People tend to make mistakes when they're tired."

MONICA WEYMOUTH

It's not like you're missing much

According to a recent CareerBuilder survey, 1 in 4 employers think their workers are less productive in the summer.

While the nicer weather and distracting beach could have something to do with it, there's also this unfortunate finding: Of the managers surveyed, 45 percent suspect that their employees are burned out on their jobs.

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myjobs & education

Last-minute tips for cutting college costs

It's probably settled in by now: Degrees don't come cheap, and neither do all the on-campus extras How to save when every little bit helps

The average private school tuition tops $21,000, and many schools ask for more than $40,000 annually, according to Department of Education figures that don't even include room and board, pizza, iPads, colorful bedding or spring break trips.

Here are some last-minute guerrilla techniques for lining up cash for class.

Start small

High-school seniors may not want to spend their first year commuting to the local community college, but when you show them the money, they may reconsider. That's what Brian Fricke and his wife Annette did when their two sons approached the college decision. "We sat them down and said, 'Between the two of you, you're going to save us $60,000 by starting at community college. Down the road, we'll be in a better position to help you out with a down payment on a house or funding a business or whatever.'"

Deconstruct the aid offer

Look at the package your child was offered. Some of it may be in the form of subsidized loans, some of it unsubsidized loans, some of it pricier private loans and some of it grants and work-study. Take the grants and think carefully about whether the loans are your best deal; you are allowed to pick and choose what you want out of the package. If your family's financial situation has changed for the worse, you can go back to the financial aid office and ask for more money.

Pay as you go for extras

The aid package is usually designed to cover all of the costs of a year, including transportation, a computer, food and the like. Don't borrow for all of those add-ons, says Howard Freedman, a private financial-aid adviser in Stoughton, Mass. You can probably pay for them out of current income or short-term borrowing on a credit card. REUTERS

▶ Read the fine print on your financial aid package, and consider borrowing from family or other outside sources.

Expert tip

Hit up the extended family.

Is grandma suffering with bank CDs that are paying 1 percent or less in interest while you shell out 7.9 percent for PLUS (parent loan for undergraduate student) loans? Ahem, you might be able to work out a private loan deal. Just make sure you can really keep up the

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THINKSTOCK

Borrow elsewhere

Private college loans (and even some unsubsidized federal loans) aren't such a great deal, and you may have a cheaper and better source of money. Brian Martin, a wealth manager, tells his clients to consider borrowing from cash-value life-insurance policies, home equity lines or even a 401(k). Rates can be far lower than they are for private college loans. When you borrow from your own 401(k), you are really paying that interest back to yourself.

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payments. If grandparents actually want to help pay for college, they can send their checks directly to the school and not have it count against the annual gift-tax exclusion.

IT'S TIME TO GET ONLINE

Advice

DAN SCHAWBEL

BRANDING YOURSELF IN AN UNCERTAIN JOB MARKET

Personalbrandingblog.com

Companies, from small firms to large enterprises, have always used their websites to provide more information about their products and services to end consumers. Similarly, everyone who cares about their career should have their own website to showcase their unique talents and accomplishments. Whether you're a jobseeker, entrepreneur, student or an employee, a website will help you attract new opportunities. Here are my top three recommendations for getting started on your website:

Decide on your career goals and claim your name

Your website should position you for the career of your dreams instead of your current job. For instance, if you hate your current accounting job, but you love finance, then your website should depict you as a financial expert or enthusiast. Also, make sure you claim your full name as a domain name (yourfullname.com) using GoDaddy.com.

Create an About.me page as a placeholder

If you don't have the resources or time to build a full website right now, get a free website for your brand at www.about.me. This site is easy to use, takes minimal effort to set up, and will start ranking high for your full name in search engines.

Invest in a custom website

When you're ready and willing, purchase a website hosting account under your domain name. There are many online tutorials that will walk you through how to create your website, but it is wiser to hire a developer that can design and program the site for you. A custom design will help differentiate your brand and attract positive attention.

*– **Dan Schawbel** is the author of "Me 2.0," the Managing Partner of Millennial Branding, LLC and a personal branding expert.*

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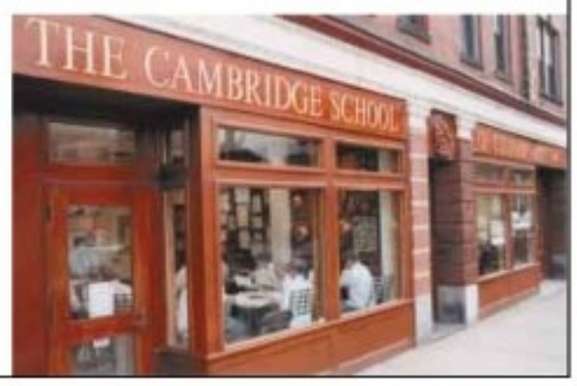

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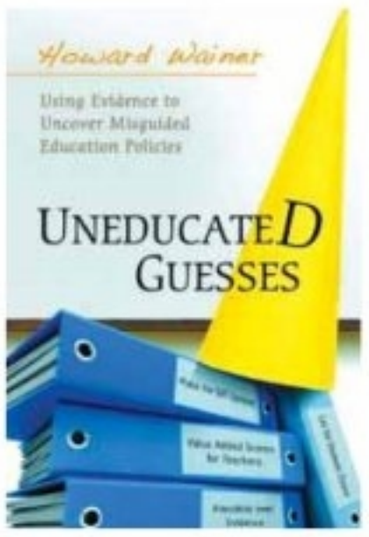


Running the numbers on the education system

Statistician and research scientist Howard Wainer has some hard evidence on current programs and policies

In his latest book, "Uneducated Guesses: Using Evidence to Uncover Misguided Education Policies," renowned statistician and research scientist Howard Wainer applies the tools of his trade to answer a question that affects every American: What is wrong with our education system?

"Education is a complex system — so is putting out a newspaper or making paper for that matter. To improve a complex system, the worst way to do it is to have a committee, like Education 2020, to make recommendations. Nobody's that smart," says Wainer, currently at the Wharton School at the University of Pennsylvania. "The way to improve things is to have a constant program of experimentation. For example, when you manufacture paper, you may think you can improve things by increasing the acidity of the mixture. You're making small changes and analyzing them, not doing sweeping things based on panel recommendations."

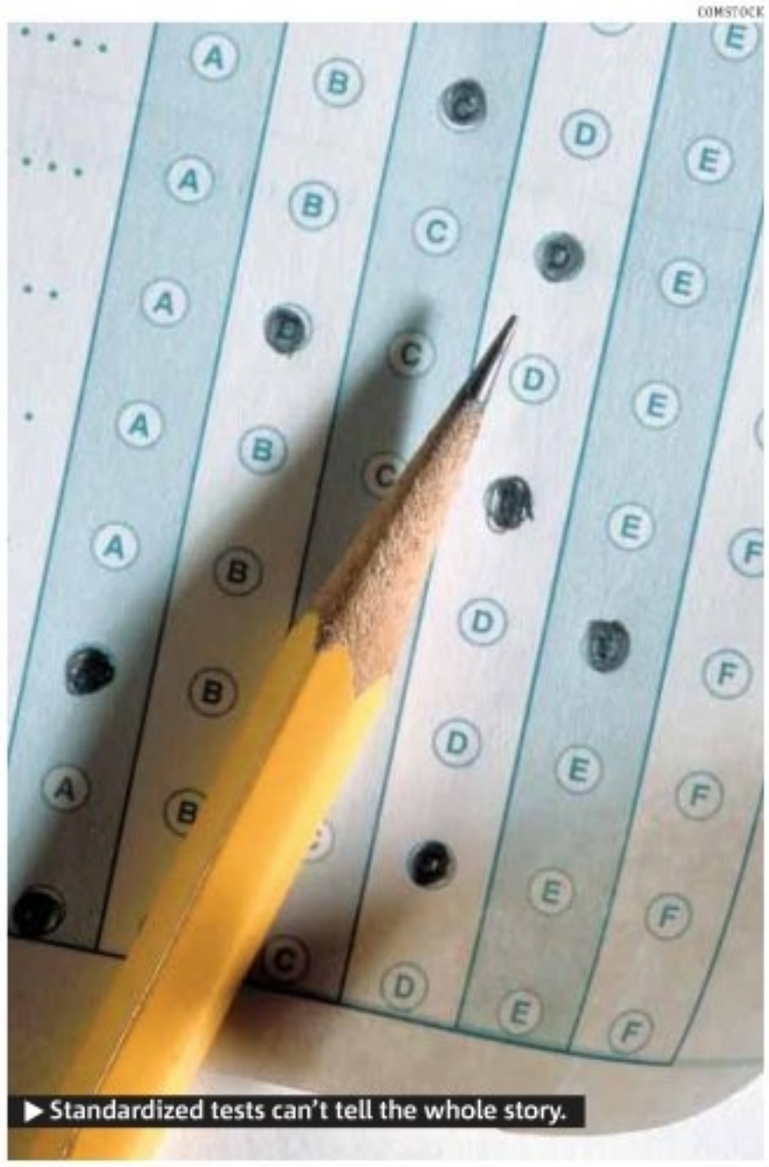
"This idea of making teachers the villains in this particular mystery is ridiculous." WAINER

In his 13th book, Wainer pokes holes in almost every aspect of conventional education policy — college rankings, admissions, aptitude tests — including a scathing critique of No Child Left Behind.

"This idea of making teachers the villains in this particular mystery is ridiculous," says Wainer. "To look at a change in test score and attribute it causally to the teacher is absurd. For one thing, you can't make the comparisons they're trying to make: Suppose I gained 10 points in French and you gained 10 in physics. Is my French teacher as good as your physics teacher? Was Mozart better at music than Babe Ruth was at hitting? Tests can't tell you that."

BRUCE WALSH
bruce.walsh@metro.us

COMSTOCK



▶ Standardized tests can't tell the whole story.

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Letters

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Ratings all that matter on TV

RE: "TRAGIC BEVERLY HILLS SUICIDE": The answer to your question, "Should Bravo continue with the second season of 'The Real Housewives of Beverly Hills?'" is that they honestly don't care. When Kandi Burgoss' fiance on "Real Housewives of Atlanta" was shown after he died, they didn't care about what people would think because they care for ratings. Andy Cohen might feel bad, but at the end he wants to bring in ratings beyond what "Jersey Shore" has gotten.
DANNY MORALES, VIA E-MAIL

Some allowed to pee in flight

RE: "GERARD DEPARDIEU PEED OFF": I read your article about French actor Gerard Depardieu, who reportedly urinated in the aisle of a CityJet flight, and how he was not punished for that arrogant and contemptuous act. There seem to be double standards for people on some airlines. I recall actor Terrence Howard, who appears on "Law and Order, Los Angeles," being on an airplane with his family when one of his small daughters had to use the bathroom. He reportedly asked a stewardess who refused his request, and when Mr. Howard persisted in attempting to explain his daughter's predicament, he was arrested. There are still double standards directed toward certain groups. **MARGARET JENKINS, VIA E-MAIL**

A&F is much worse than that

RE: "BUT ALL HE WEARS IS ED HARDY?": You claim the only thing aspirational in the nature of A&F is "becoming a frat boy who lives for raging keggers." You failed to mention teen girls aspirations' in becoming objectified sex objects by wearing t-shirts emblazoned with slogans like "Who Needs a Brain When You Have These?" and "Available for Parties." Not to mention the aspiring racism of aforementioned frat boys wearing "Two Wongs Can Make It White." Next time, please ensure that the multifaceted aspirations of A&F are more accurately reported.
TODD ZIEGLER, VIA E-MAIL

The new Perry by Dyson!

Amazing how Rick Perry can mouth the Tea Party line. No evolution, no regulation, no climate change. Not so presidential, but he'd make a great vacuum cleaner — he never loses suction!
PAUL SIMONS, VIA E-MAIL

E-mail your letters: **letters@metro.us**
Keep them as brief as possible, preferably under 100 words. Metro reserves the right to edit all letters. Please include your name and contact information.

Horoscope

♌ Leo **July 23-Aug. 22.** Be extremely selective regarding your companions. If you aren't, there could be a troublemaker in the group who will be responsible for making everybody feel uncomfortable.
♍ Virgo **Aug. 23-Sept. 22.** If you are unduly critical of others, it is likely because you're taking what they say out of context and misinterpreting innocent comments as intentional "zingers." Think positively.
♎ Libra **Sept. 23-Oct. 23.** By attempting to mix business with pleasure, you could unintentionally cause someone in the group to feel uneasy. Make sure everyone is okay with the situation at hand.
♏ Scorpio **Oct. 24-Nov. 22.** It's fine that your competitive instincts are easily aroused, as long as you don't get emotional over winning or losing and behave badly. Be a good sport about the outcome.
♐ Sagittarius **Nov. 23-Dec. 21.** When among friends, let sleeping dogs lie. Even if you bring up an old incident that you think funny, it could evoke a bitter reaction.
♑ Capricorn **Dec. 22-Jan. 19.** It isn't always too smart to impose unsolicited advice on another. If the situation fails to work out well, he or she may blame you even if your counsel wasn't the problem.
♒ Aquarius **Jan. 20-Feb. 19.** Avoid any situation in which you have to depend heavily on another. If you can't do what is promised, a bitter reaction might result.
♓ Pisces **Feb. 20-March 20.** Although you're someone who usually tries to be of help to others, you could easily feel put-upon if another thinks you are always there for them, regardless of the situation.
♈ Aries **March 21-April 19.** Even if you could make someone over in your own image, you wouldn't like the results. It's easiest to just accept everybody for who they are.
♉ Taurus **April 20-May 20.** If everybody in the house seems to be walking around with an angry look, make sure it wasn't something that you did.
♊ Gemini **May 21-June 20.** Wanting everybody to respond to your edicts is untenable if you can't set the example by following orders. Don't ask of others what you won't do.
♋ Cancer **June 21-July 22.** When out with others, splitting the bill with them could be problematic unless you establish up front that everybody is willing to fork out. Don't assume something that might be rejected. **BERNICE BEDE OSOL**

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65 Quivered
66 Tadpole's place
67 Latin I verb
68 Preference

Down
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2 __ Stanley Gardner
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4 Jane Austen novel
5 Gossipy paper
6 Six-pointers
7 Noise from a pager
8 Disfigures
9 Stump for
10 Cooking wine
11 Widespread damage
12 Notre Dame
13 Big name in soccer
21 Plop down
23 Kind of truck
25 Spandex fiber
27 Inflatable item, maybe
28 Rapier
29 At the drop of __ __
30 Burning
34 Smokehouse hanger
35 Put into law
36 Idyllic spot
37 Secluded valley
38 Mr. Roddenberry of "Star Trek"
40 Willing to talk
41 Pique
43 Fibber, plus
44 Acrobat
45 Like armadillos
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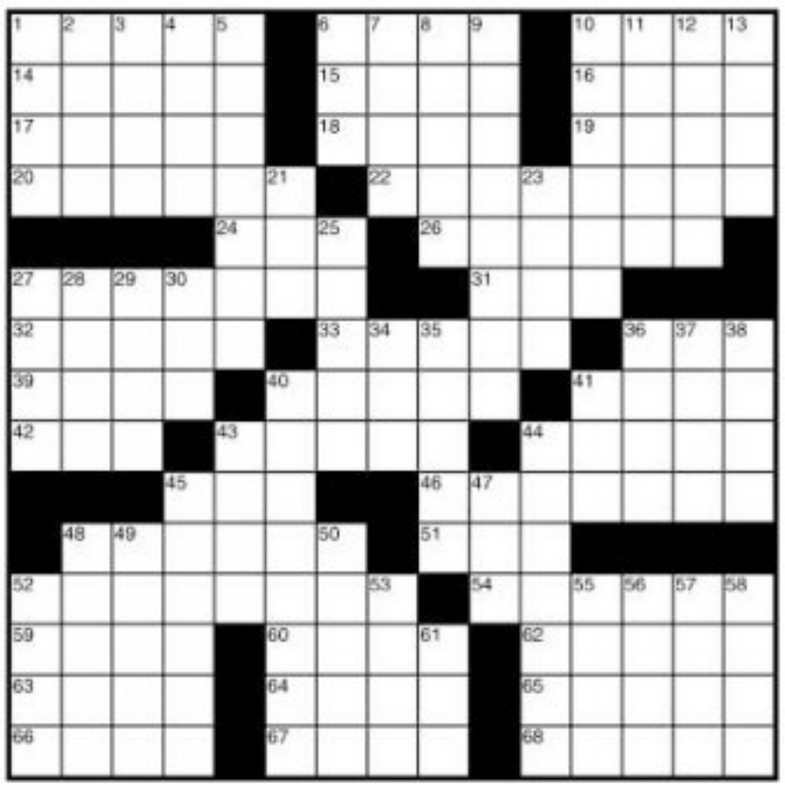
48 Greta of old movies
49 UFO pilot
50 Sharp barks
52 Cashless exchange
53 Foxes' digs
55 __ Khan
56 Company VIPs
57 Lumber flaw
58 Quaff with sushi
61 Function



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SUDOKU **LEVEL: EASY**

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SUDOKU **LEVEL: HARD**

Solution to weekend's crossword

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P	I	T	S	■	W	A	N	E	S	■	N	A	B	S
S	T	O	U	T	■	■	A	C	T	I	V	I	S	T
■	■	■	M	O	C	S	■	T	Y	R	O	■	■	■
C	A	D	E	N	Z	A	S	■	■	A	K	I	T	A
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A	N	T	E	■	K	A	R	A	T	■	C	A	R	E
M	E	I	R	■	I	R	E	N	E	■	S	H	U	E

How to play Sudoku: Fill in the grid so that every row, every column and every 3x3 box contains the digits 1-9. There is no math involved. You solve the puzzle with reasoning and logic.

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3

Lavarnway makes most of his chance

Triple-A callup batting .333 filling in for Big Papi ◗ Eighth-round draft pick had another two-hit game yesterday ◗ Might be catcher of the future

GETTY IMAGES

▶ Ryan Lavarnway might be the Red Sox's catcher of the future, but he's up for his bat only at the moment.

Has David Ortiz gone from Big Papi to Wally Pipp?

Ryan Lavarnway might not be ready for legend status just yet, having held down the DH fort for just four games with Ortiz out hurt. But Lavarnway, who could see a future as the Red Sox's catcher, has made the most of his moment.

Lavarnway had his second two-hit game in a row yesterday as Boston picked up its third win in four, beating the Royals, 6-1.

Lavarnway, an eighth-round draft pick in 2008, is 5-for-15 (.333) with two runs and two RBIs in his four games since being recalled last Thursday. Lavarnway had 30 homers and 85 RBIs combined for Double-A Portland and Triple-A Pawtucket before his callup.

"I'm just coming in with an open mind and trying to learn something every day. Now that I'm here, it's back to business."
LAVARNWAY

"We have catching, but we can hopefully use his bat," Sox manager Terry Francona said. "He's a tremendous hitter — especially for power. He started out in Double-A, carried it over to Triple-A.

"He's worked so hard on his catching — he's kind of actually probably turned into an average catcher, because that's where he had some work to do. Now you might not see him catch while he's here, but he'll hopefully hit a few home runs."

Lavarnway went 0-for-4 in his major league debut last week, then had a hit in Friday's game before collecting a pair in two straight games. His double in the eighth inning yesterday was his first extra-base hit, plating slugger Adrian Gonzalez.

JEFF GOLDBERG
sports@metro.us

On the air tonight

Red Sox at Texas
8:05 p.m., NESN, WEEI

Yankees retain first place

The Red Sox rode Ryan Lavarnway's bat and Jon Lester's arm to victory yesterday.

But it wasn't quite enough to take back first place in the East.

The Yankees beat the Twins 3-0 in Alex Rodriguez's return from the DL, retaining their half-game lead in the division.

New York is 77-48; Boston is 77-49.

Rodriguez went 0-for-5 in his first game action since July.

METRO

In running

'Johnny the Younger' dies

John J. Kelley, who won the 1957 Boston Marathon and was regarded as the first truly modern American distance runner, died yesterday.

He was 80.

Kelley — not to be confused with John A. Kelley, the legendary winner of the 1935 and '45 Boston marathons — won eight straight national marathon titles during his storied career.

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Wilson lands on the DL

The Giants have placed star closer Brian Wilson on the disabled list with an inflamed right elbow.

Wilson, a native of Winchester, Mass., hasn't pitched since Aug. 15. A surgeon found no major problems in the joint last week. METRO

GETTY IMAGES

Tennis. Hurtin'

▶ Novak Djokovic had won 16 straight matches since falling to Roger Federer in June's French Open.

Djokovic quits in Cincy

World No. 1 men's tennis player Novak Djokovic quit yesterday's Western & Southern Open final against Andy Murray with a sore right shoulder. It was just the second loss of the season for Djokovic, who vowed he'll be ready for the U.S. Open. METRO

Offense clicking for Pats

The Patriots are just two weeks into the preseason. That means they're a long, long time from when game results mean much.

That doesn't mean there isn't a lot to be optimistic about in Foxborough.

New England's defense has looked good through two exhibitions. And its offense? Ridiculous.

Going into last night's games, the Pats had scored the most points of any team this preseason (78) by a fair margin. Their 429.5 ypg ranked second to the Redskins, and their third-down conversion percentage (54) topped the NFL.

Tom Brady, Ryan Mallett and Brian Hoyer have all looked good at QB. But the best news has been New England's production at running back. BenJarvus Green-Ellis, Stevan Ridley and Richard Medlin have all averaged 3.9 yards per carry or better, with two touchdown runs apiece. METRO

On the air Saturday

Patriots at Detroit
8 p.m., WBZ, 98.5 FM

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▶ Ridley

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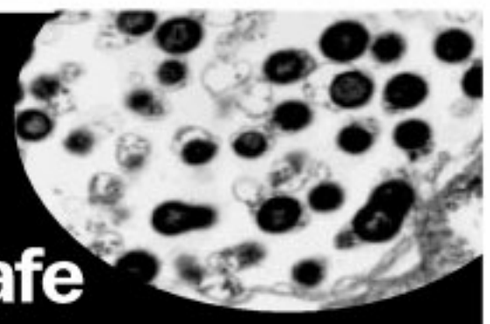

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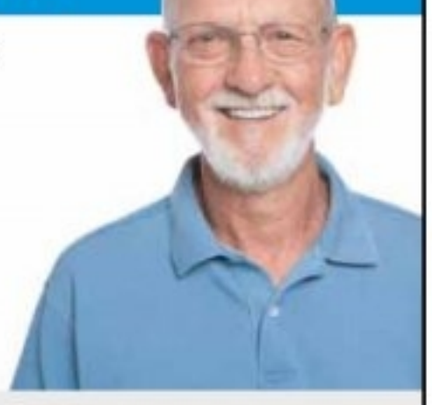

Do you suffer from back pain, neck pain, knee pain, hip pain, pain from joint replacement, arthritis or headaches?

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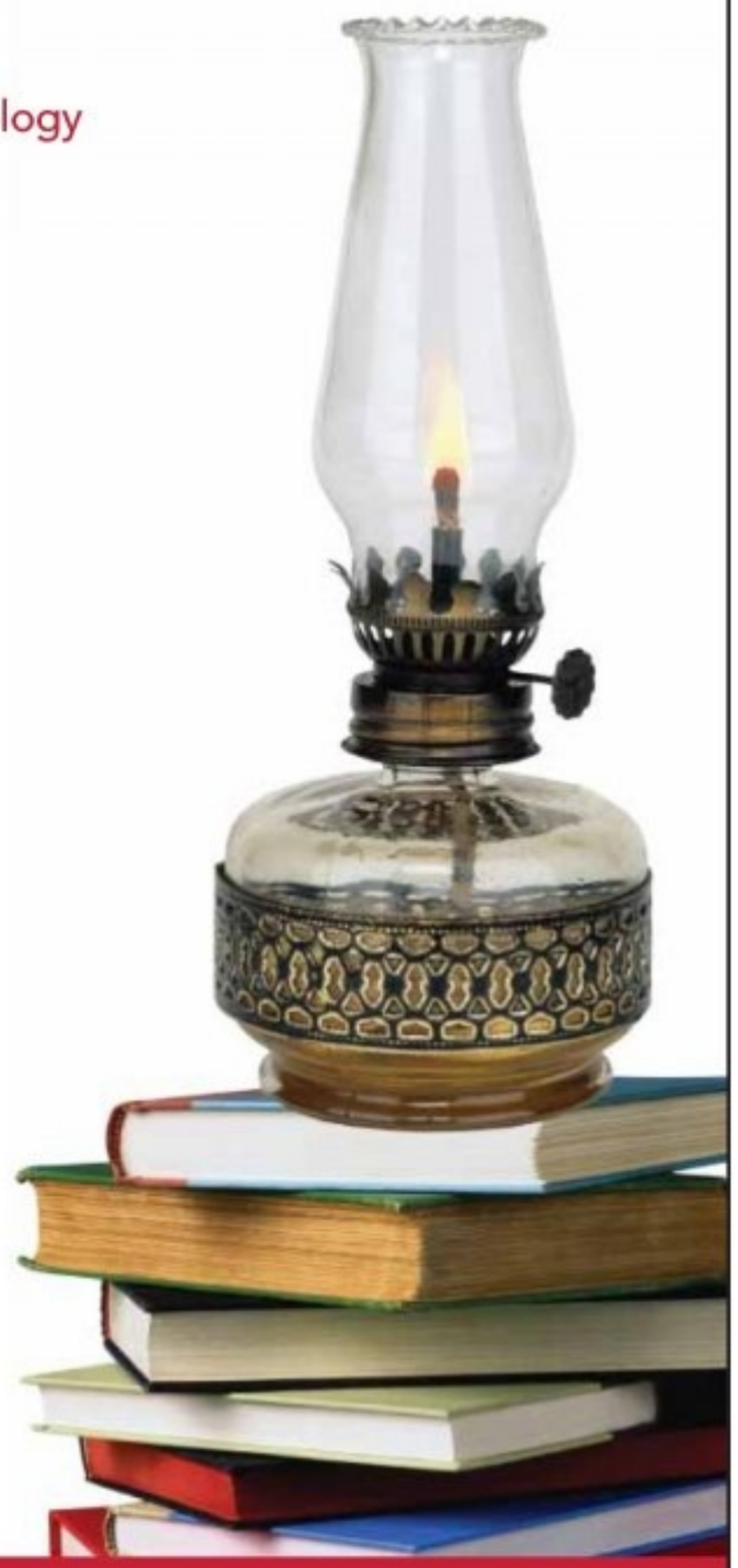

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